

## INDUCTEE

John Phillip Herzog, Ph.D

Graduated. . .1949  
Married. . . .Sharon (deceased)  
Children . . . .Lisa M. S. Herzog  
Resided . . . . Port Moody, British Columbia, Canada

In high school John Herzog, Jack to most who knew him, participated in nearly every activity centered on the Arts...drama, choir, band and to some extent language. When Jack was 16, his father died and band director Howard Drake became his mentor. The outbreak of the Korean War in 1949 determined what track his future would take.

In January 1950 he enlisted in the Air Force and following basic training, Herzog went to the Army Language School in Monterey, California, to spend a year learning Russian. The Air Force then sent him to Japan and Korea as a translator/interpreter and later as a communications intelligence spy. He received his honorable discharge in 1954 and returned to the States.

Before returning to Ohio, John stopped in Monterey to visit friends and was offered a job negotiating mortgage loans and appraising real estate. But with his GI Bill benefits soon due to expire, in 1956 he attended University of California, Berkley, studying loans and real estate. He completed his BS (Honors) in 1958 and stayed on to work on a PhD in Economics and Business Administration. He moved to the University of Wisconsin in 1962 earning his PhD. but four years later, was back in sunny California at the Claremont Colleges. One day, a couple of his former PhD students approached him to give a seminar in British Columbia and ultimately he was enticed to take a position there. Herzog was intrigued by the spectacular scenery and more importantly by the innovativeness of a new upstart university (Simon Frazer). He moved in 1969 with the promise of a Full (senior) Professorship. He remained there until his retirement in 1996.

With minimal staffing, John built a complete Department of Business of Administration for the University, and became a legend in his field. He published three books and many journal articles, primarily in Finance and Real Estate. He held numerous administrative and teaching positions. After retirement, he became a Professor Emeritus at Simon Frazer University and continued to supervise graduate students, do research, and do a little consulting work until his death in 2006.

At his memorial, his friend and colleague Ernie Love, Dean, Simon Frazer University, Business & Segal Graduate School of Business, said John Herzog was “a great mentor because he was clear in his goal—he wanted to produce clear thinking students, capable of supporting their positions with rigorous analysis...but he was an educational innovator as well. We speak often in the Business School of the Executive MBA program. Most people don’t know it was the 1<sup>st</sup> in Canada and what John and others put together was anything but conventional.... He defended innovation vigorously because it was relevant to what the Business Community needed.... Whenever the bastions of academic rigor began to ignore relevance, we could look to John to get us back on track---first and foremost because he intuitively knew what students needed and should have.” Dr. Love spoke of John Herzog’s other passion, his love of golf. He noted that despite Herzog’s skill in the game, he was a “wonderful master. He helped you but never criticized.”

Although John Herzog spent the major part of his life in Canada, he always retained his United States Citizenship. He continued to hold a reverence and gratitude for the home and community where he was raised and which started him on his full, passionate and adventurous life.